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BUSINESS

Brief: Coach Mindful Shamash Alidina, author of Mindfulness for Dummies requested a blog article for his website on the benefits of mindfulness for business coaches.

(Extract)

Header: 5 Reasons why Mindfulness could transform your Coaching Skills.

Introduction:

As a Business Coach you probably enjoy the many thrills and rewards of working with a diverse client portfolio but of course juggling the objectives and cultural styles of multiple companies is not without its challenges. As well as being required to get to grips quickly with the vision of an organisation, coaches need the ability to observe a company and its staff dispassionately and are often expected to produce effective decision making that will drive the business dynamically forward whilst ensuring a company still meets its financial targets and staff remain motivated and aligned to their goals. On any given day obstacles such as conflicting personalities, cultural clashes or unwieldy processes may threaten success and coaches need focus, clarity of thought, empathy and more to navigate through these challenges swiftly and with grace.

Mindfulness is a form of non - spiritual meditation practice that requires the participant to bring their attention to the present moment. It is rapidly becoming the training of choice to improve focus, increase productivity and decrease stress levels in the workplace and the affects from this bewitchingly simple practise can be long reaching and profound. Investing in a Mindfulness course can dramatically improve both the service that coaches are able to offer their clients as well leading to physiological and emotional benefits for the individual. We've detailed the top 5 reasons why Mindfulness training could help transform your skills as Business Coach and help you make the move from good to great in the eyes of your clients.

BELECTRIC UK

The world leaders in solar energy requested a business article on their Habitat Management Plans for the online industry magazine Solar Business Focus along with press releases and blog articles to build content on their own website.

Editorial for Solar Business Focus online magazine

(Extract)

Header: A Habitat Management Plan - a home for all creatures great and small on your farm.

BELECTRIC UK, the British arm of the world leaders in solar technology, BELECTRIC group, have enjoyed a productive first half of the year, having already constructed and connected five solar farms and six commercial rooftop projects to the grid as well as launching new “community benefit” energy company Big60Million. However whilst debate in the industry heats up around the future of funding for large scale solar projects, this organisation’s attention is squarely focused on how to make the most of the remaining 90% of their solar farm land that’s not in use producing clean energy. A pledge that Toddington Harper, CEO of BELECTRIC UK, feels passionately about.

“Solar Farms offer such a wonderful opportunity for nature. We’re absolutely dedicated to creating a variety of ecosystems and promoting species rich environments within the protected confines of our sites.”

Blog article for BELECTRIC UK website

(Extract)

How Solar Energy Can Benefit Your Organisation.

Win Win for Your Business

Landowners and businesses across the UK are realising that they can reap the rewards both financially and environmentally by investing in solar energy.

Solar power enables organisations to drastically reduce energy bills, lower CO2 emissions and generate a return on investment with systems that are cheaper to run, require minimum maintenance and make you money back. It’s a win win for your business and there’s never been a better time to invest.

Diversify Income / Improve Environment.

Solar energy provides a viable and cheaper alternative to getting your energy from the main grid or powering large and remote sites via diesel generators. It’s no surprise then that there’s been a sharp increase in agricultural enquiries as farmers become aware of how solar energy can help them make the most of their land and roof space to both generate electricity and diversify their income through additional revenue streams.

Solar farms are typically built on brown field land or areas that have been ranked as lower grade where the development of profitable food crops is unlikely. They create green jobs in the local community and help reduce the UK’s reliance on fossil fuels from overseas.

These reversible, time limited structures are able to be dual purpose as farmers can graze animals between the rows of solar panels, set up alternative practises such as beekeeping and support biodiversity by sowing wildflowers around the installations - as well as making additional money from selling back the surplus electricity to the supplier.

Clean energy, Green Energy.

The benefits and rewards of investing in solar panelled energy are not just financial.

Solar rooftops can form part of your green strategy, strengthen your environmental reputation and help raise your organisation’s corporate social responsibility agenda.

Investing in renewable energy proves to your customers and local community that your company is committed to protecting the environment by generating clean electricity that helps to mitigate against CO2 emissions thereby reducing your carbon footprint. Studies show that solar energy is one of the most efficient long term methods of green house gas reduction.

And the good news for business owners in the UK is that even when it's not sunny, solar rooftops absorb the intensity of daylight to create electricity. Germany, a country not renowned for its tropical climate, happens to have the largest capacity for solar energy in the world and it's also home to Belectric head quarters.

*savings and payback dependent on cost, size and location of business and system installed.

RETAIL

The US online retailer Storage Sheds Direct required product descriptions and blog articles for its website.

Product Description

TITLE: The Woodbridge Children's Play set

The Woodbridge is a palace of a play set and little princes and princesses will feel right at home in its upper level club house. The wooden roof comes complete with sunbursts, dormers and chimney and a 4' play platform features windows with Palladian style real working shutters; all crafted out of high quality cedar and stained with a beautiful amber finish.

When the fort needs to be manned there's a clatter bridge to their very own connecting tower that comes complete with deluxe green vinyl roof canopy and bonus sandbox below.

Young adventurers will enjoy scaling the ramparts up the rock wall with climbing rope and rope ladder and when its time to come down they can choose from not one but two slides!

The Radical Ride Tube slide is perfect for young thrill seekers and the Wiki Wave has an extra smooth finish and supported undercarriage for hours of safe, sliding fun.

Watch as they swing the day away on two belt swings and a trapeze bar, and the play set also comes with another large sandbox at ground level and a built in picnic table so they can lunch in style.

Fun extras such as the tic tac toe panel, play telescope and steering wheel will feed their imagination and help keep them entertained for hours.

It's easy to build your own swing set with Gorilla swing sets. The Woodbridge arrives pre cut, pre sanded and pre stained and the main beams pre drilled; complete with a set of 3d illustrated step by step instructions.

Designed with your child's safety in mind, all Gorilla wood swing sets use choice grade wood, factory stained and sealed to protect against decay and insect damage, with safety ladder, safety handles, solid framing and all-bolt construction to provide maximum safety and stability as well as ensuring longevity for your investment.

DIMENSIONS: Height 12' Width 21' Depth 22' 6"

FINISH: Available in Cedar with amber finish

ESTIMATED ASSEMBLY TIME: 12-15 HOURS

ASSEMBLED WEIGHT: 1: 1,141 lbs

SHIPPING WEIGHT: 1,226 lb

WARRANTY: 10 year warranty on lumber 1year warranty on accessories.

- **Roof featuring Dormers, a Chimney, a Sunburst and Mesh Screen**
- **Wiki Wave Slide™**
- **Radical ride Tube Slid**

Storage Sheds Direct

Extracts from blog articles

Need a shed with a tough hide? Our rough guide to Rhino Shelters.

Sometimes our storage needs can change rapidly; even overnight. Perhaps you've just bought the car of your dreams or added a new Harley to the collection; either way you may find yourself in the position where you have to accommodate this new purchase quickly. Instant garages or "portable garages" as they are sometimes known can be an efficient and speedy solution to the problem. With a focus on one of the leading brands of instant sheds – Rhino Shelters – we've looked at some of the benefits of instant garages.

Arrow Sheds – Top 7 Customer Tips on self assembly.

The weed whackers and the lawn cutters are clogging up the extension; the wife's new hobby is spread out over the kitchen table and as for the tools going to rust in the back-yard ...don't even mention it! It's time to take control. It's time to invest in some outside storage space. You need something durable that can withstand the elements and at a price that won't break the bank. Arrow storage sheds are a popular choice for customers on a budget as they offer a range of affordable DIY garden shed kits. Arrow do metal storage sheds and a premium range of vinyl coated metal storage sheds constructed from electro - galvanized steel and reinforced with metal ribbing. But what advice can customers who've bought a shed from Arrow offer to those who are considering a purchase? We've rounded up 7 of the best Tips from Arrow sheds customer reviews for you to find out.

Creative Quirk An online retailer specialising in band themed clothing and accessories. Extract from Blog Article promoting The Who themed onesie.

Whether you're a Wholigan looking to celebrate the end of an era or a fashion conscious hipster who just likes the timeless classic of The Who iconography and imagery - Creative Quirk has a whole host of unusual fashion items to help keep you chilling out in style and cosy against the cold spell this season.

Snuggle up on the sofa in front of a dvd of Quadrophenia in your own Quadrophenia onesie. Styled after the iconic fish - tailed parka in the film and featuring a luxury fleece lined all in one suit made of super soft cotton with fur lined hood and embroidered badges these high quality onesies are suitable for men and women.

The Maximum RNB onesie is a smart, black, fleece - lined onesie featuring the seminal The Who logo and red, white and blue target icon with chunky zip pulls, front pouch pocket and side pockets for extra comfort.

You can discover more quality collectibles and The Who themed fashion items including onesies, luxury his and hers dressing gowns and The Who sleeping bag perfect for the festival season here.

EZINE ARTICLE for a website retailing sleeping bags and outdoor accessories.

One of my all-time favorite* films as a teen was Grease. Who could forget the sight of Rizzo (replete in rollers and bright, pink, panties) standing on the bed bellowing out “Look at me I’m Sandra Dee.” I can still remember Olivia Newton John’s blinking bright blue peepers, ironed straight bangs and her crinkle free nightie as she cottoned onto the fact they were making fun of her. It’s never easy being the new girl at school or indeed the class square – and there is no greater opportunity for a fashion faux pas for today’s style conscious teens than what you take to that all important date on a girl’s calendar – a sleep over.

Thank goodness then that girls’ sleeping bags have come a long way since Frenchi gave Sandy a make -over. Perhaps you have a pretty in pink princess, a Twilight groupie or even a tomboy who wouldn’t be seen dead near pink...well this article is for you.

We’ve rounded up the best sleeping bags for girls from quirky cartoons, to puce, pastel and any color so long as it’s pink, fancy floral, feminine flowers, dazzling designs and patterns with punch.

***written for the US market.**

ARTS

An editorial piece on the Old Stagers, the UK’s oldest surviving amateur dramatics society, that was commissioned by a private party for a website documenting The Ricardo Photo album.

Extract

The Old Stagers

The Old Stagers are the oldest surviving amateur dramatics society in Britain. Older than The Wimbledon Championships and as English as the sound of leather smacking willow; their inception came about in true British form, from a remarkably well attended game of cricket.

In 1841 a “return” match between Kent and England was played at the Beverley Ground in Canterbury where the stakes were rumoured to be 500 guineas aside; encouraging 5000 spectators to descend on this quiet little market town situated in the countryside of East Kent. The outstanding turn out of visitors gave the Honourable secretary of the club, John Baker, and his brother W de Chair, the idea to create the annual August festival of Canterbury Cricket week which would host a series of home matches from Kent County

Cricket Club in the day and theatrical performances at the Orange Street Theatre in the evening...

...Poignantly, their most recent performance marks the 100 year anniversary of the first and only time a production, the show 'Priscilla Runs Away' by Elizabeth Annim, had to be cancelled on its opening night of August 3rd. War was declared a day later on August 4th 1914.

Still, there is something heart warming about the continuation of these twinned and time honoured traditions of the Old Stagers and Canterbury Cricket Week in an ever turbulent world. A sentiment echoed by the journalist and former cabinet minister William Deedes who said:

Around this time of year, while the Second World War was on, I consoled myself by thinking that Canterbury Cricket Week, founded in 1842 with its tents and famous lime tree, unchanging in a changing world, was the sort of thing I was in business to preserve.

How reassuring it is to note that if one were to pay a visit to Canterbury Cricket festival week these days; in amongst the gentleman supping ale, the flurry of feathers for Ladies Day and the strains of the brass band; if one listens carefully enough one may still be able catch the sound of an Old Stager or two warming up in a quiet corner of a tent for the evening's performance.

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